"of course I'm buying Paramount; it's the backbone of my business"

¶ That's what you live-wire exhibitors tell the opposition salesman when he goes to sell you product. This year more than ever. It's only common sense. Paramount has been making the most and the best pictures in this industry for 17 years. Paramount Pictures are the only ones the public asks for by the brand name. ¶ Theatre grosses on Paramount productions this season have been so far ahead of the average for other companies as to cause universal comment throughout the trade. Returns on specials like Harold Lloyd, Clara Bow, "Underworld," "Last Command" and others, taught exhibitors what superior attractions can do. ¶ Naturally the whole talk about 1928-9 is Paramount. This company had a tough job surpassing its 1927-8 line-up. But we've done it. Buying for next season is simplified. All the big stuff—specials, stars, features, newsreels, shorts—is in one group: Paramount's Whole-Show Program. Paramount, the Dynamo of the Industry!

PARAMOUNT'S WHOLE-SHOW PROGRAM

Specials

Harold Lloyd
Wedding March
4 Clara Bow
3 Richard Dix
2 Emil Jannings
Canary Murder Case
Beggars of Life
The Tong War
Crime of Interference
The Letter
Tahiti Nights
Glorifying American Girl
Perfumed Trap
Wolf Song
Dirigible
Man I Love
Hard Boiled Angel
Living Together
Upstart Gentleman
Behind German Lines
Burlesque

Road Shows

Wings
Abie's Irish Rose
The Patriot

Star Hits

3 Richard Dix
4 Geo. Bancroft
4 Bebe Daniels
4 Esther Ralston
2 Pola Negri
3 Wray-Cooper
2 Florence Vidor
4 Chas. Rogers
3 Taylor-Hall
3 Adolphe Menjou
3 Zane Grey
1 Thomas Meighan
2 MacLean-Christie
1 Sir Harry Lauder
1 Model of Montmarte

Shorts

104 Paramount News
8 Vernon Comedies
8 Dooley Comedies
8 "Macduff" Comedies
8 "Confessions of a Chorus Girl" Comedies
12 Great Stars & Authors
26 Krazy Kat
26 Inkwell Imps
2 Horton Comedies
EXTRA! Byrd's Flight to the South Pole

PROTECT YOUR PLAYING TIME!

Every date you use for an ordinary picture is a dead loss to you.

The fewer nights your house is open the more important it is to book only the best for those nights.

The successful exhibitor protects himself by keeping plenty of open time for special releases---United Artists Pictures.

When Big Money-Makers such as these are available, you want to be able to book them---NEW!

Don't be a "Booked Solid Man"---and sorry for yourself.

Make time for the screen's best---

UNITED ARTISTS PICTURES

MARY PICKFORD in
"My Best Girl"
"Sparrows"

NORMA TALMADGE in
"The Dove"

GLORIA SWANSON in
"Sadie Thompson"
"The Love of Sunya"

CORINNE GRIFFITH in
"The Garden of Eden"

CHARLIE CHAPLIN in
"The Circus"
"The Gold Rush"

DOUGLAS FAIRBANKS in
"The Gaucho"
"The Black Pirate"

D. W. GRIFFITH'S
"Drums of Love"

JOHN BARRYMORE in
"Tempest"
"The Beloved Rogue"

Samuel Goldwyn presents
RONALD COLMAN and
VILMA BANKY in
"Two Lovers"
"The Magic Flame"
"The Night of Love"
"The Winning of Barbara Worth"

GILDA GRAY in
"The Devil Dancer"

HENRY KING'S
"Stella Dallas"

BUSTER KEATON in
"Steamboat Bill Jr."
"College"
"The General"

DOLORES DEL RIO in
"Ramona"
"Resurrection"

HERBERT BRENON'S
"Sorrell & Son"

"TWO ARABIAN KNIGHTS"
with William Boyd, Mary Astor
Louis Wolheim

DUNCAN SISTERS in
"Topsy and Eva"

Business Builders for Bigger Box-Offices

UNITED ARTISTS CORPORATION

Hermant Bldg., 21 Wilton Sq., Toronto, Canada.

12 Mayor St., Montreal, Que. Canada.

162 Union St., St. John, N.B., Canada.

403 Film Exchange Bldg., Winnipeg, Man., Canada.

Traders Bldg., Calgary, Alta., Canada.

Film Exchange Bldg., Vancouver, B.C., Canada.

Canadian Moving Picture DIGEST

Published by Canadian Moving Picture Digest Company, Limited
259 Spadina Ave. - Toronto
New York Office
45 West 45th Street

RAY LEWIS
Editor and Managing Director

Established in 1915 for Exhibitors
Subscription: $5.00 yearly
Telephone: Trinity 1481

Vol. 20 No. 3 TORONTO, CANADA May 19th, 1928

Quebec and Ontario's New Laws

TWO IMPORTANT RULINGS governing the attendance of children to Motion Picture has now become operative in Quebec and Ontario.

The first one was introduced by Premier Taschereau of the Province of Quebec; and it forbids the attendance of children, under the age of sixteen, to Motion Picture theatres, or any theatre, hall, etc., where a Motion Picture is exhibited; and for which an admission charge is made.

The introduction of the Taschereau Bill, boiled down, means that children in the Province of Quebec, under the age of sixteen, cannot see Motion Pictures.

RAY LEWIS

An amendment was introduced which permits the attendance of children to Motion Pictures exhibited in schools and churches.

Since there has been much opposition to the sale of Motion Pictures to non-theatrical institutions, it is not likely that the children of Quebec will have an opportunity to witness any Motion Pictures, or more than a very limited number.

It means that the use of one of the most educational and entertaining inventions, or discoveries of the late nineteenth century will be lost to the children of Quebec.

It so happens that there is a law in Quebec which permits children of twelve and fourteen years of age to marry; and these procreating their kind, mothers and fathers possibly of several children, and still under sixteen, will be considered as coming under the Children's Act in regard to their attendance to Motion Picture theatres.

It would be interesting to test out a decision on the attendance of such a mother and father to a Motion Picture theatre; and if the law which permits such infants the privilege of legalized cohabitation, would consider them too young to witness a Motion Picture.

The Province of Ontario has been less drastic in its recent Motion Picture ruling; and it will be interesting to note which Province has pursued the wiser and more progressive course.

The Province of Ontario is marking its pictures "A" for those pictures selected for adult entertainment, "U" for pictures which can be seen by children and adults.

The Province of Ontario is helping the parents of children to select those pictures which children can see, according to the judgment of the Censor Board.

The Province of Ontario is placing the responsibility for children's attendance to Motion Picture theatres on their parents; and also cultivating in this way a taste with the public for "U" pictures, for in a great majority of cases parents are in the habit of taking their children with them when attending Motion Pictures.

The Province of Ontario following the wisdom as exemplified in the Garden of Eden believes that the Tree of the Knowledge of the Good and Evil should be planted in the Garden of Life.

The Province of Ontario places both parents and children in the Motion Picture Industry's Garden of Eden, and marking the fruits of that Garden, guides the parents as to which tree they shall permit their Adams and Eves to partake of; here is the exercise of Free Will according to the Design of The Holy Scripture.

The Province of Quebec rules that there shall be no Motion Picture Industry's Garden of Eden with its Tree of the Knowledge of Good and Evil, its Tree of Life in which the Adams and Eves of our generation, who are under sixteen years of age, may enjoy themselves according to the Free Will Design of Their Maker.

Is the story of the Garden of Eden not recorded to illustrate that It Was The Purpose of The Creator To Develop Free Will, the Power to Determine the "Thou Shalts" and "Thou Shalt Nots" of Life?

It will be interesting in relationship to the Taschereau Bill as it affects the children in the Province of Quebec; and the regulation as introduced in the Province of Ontario, to test out wherein lies the wisdom of "where ignorance is bliss 'tis folly to be wise."

Man has scaled the heights to test out the wisdom of having dominion of the air.

Man has sounded the depths of the ocean and overturned mountains to dig down into the soil upon which he walks, to erect an edifice upon a foundation of stone!

Jesus was Tempted upon The Very Heights; and for three days lays as dead in a sepulchre so 'tis written, before He Became Purified For His Ascension.

The pursuit of knowledge and wisdom has uplifted man from crawling upon his belly to the upright position he now maintains; and forever is Man pursuing his search, seeking for that Dominion over Earth according to the promise contained in Genesis!

The Bliss of being wise appears to be the Driving Force which speeds Man to try, to dare all things; and who shall take upon themselves a privilege which The Creator Denied Unto Himself, The Arrogance of keeping Man ignorant?

Ray Lewis

UNCLE TOM'S CABIN

The World's Sensation is Ready for You NOW.

It's a Carl Laemmle Super Production. From the story by Harriet Beecher Stowe. With Marguerita Fischer, Arthur Edmund Carew, George Siegmann, Lucien Littlefield, James Lowe, Aileen Manning, Virginia Gray, Mona Ray and others. A Harry Pollard Production.

The Greatest Human Drama Ever Screened!

Again--UNIVERSAL has the Pictures!!!

Ray Presents

THAT THE AMBASSADORS of Nations interested themselves sufficiently to intervene on behalf of the countries they represented in the recent French Film Quota decision, is another evidence of the need of international jurisdiction and judgment in relationship to Motion Pictures. Please note, British producers who are selling British pictures to U. S. distributors refusing to sell direct to Canada; and yet invoking the aid of Canadian Government officials, and legislature to create a market for British Films in Canada.

It should also teach exhibitors and distributors, trade press editors, publicity, advertising salesmen and Motion Picture authors, producers, players, and directors, etc., that they should govern themselves in relationship to Motion Pictures so that the "greatest good to the greatest number" may be the deciding factor and no international, national, racial or religious controversies may be precipitated.

THIS INDUSTRY should establish a Board of Review governing the conduct of individuals in this Industry which may subject it to national, or international criticism!

Among the greatest misdemeanors; and the one to be most sincerely deplored is the disposition on the part of persons in our Industry to write, or interview Government officials thereby stirring up legislative action, or inquiry against individuals or companies without any legal status to their complaint.

BEFORE any such action is taken a committee should always arbitrate the grievance involved; and not finding a solution, any Government action decided upon should be put to a vote of the committee in arbitration.

Such a proceedure will be found to be more necessary now than ever. We have had a demonstration of how impulsive and foolish different representatives of any unit in our Industry can be, who are determined to use any means to obtain their objective.

THE FRENCH GOVERNMENT body repudiated the French Film Quota which demanded a ratio of "Four to One" in respect to American films shown in France.

The controvery developed in March and reached a climax the latter end of April when the American Industry of films threatened to withdraw from France rather than submit to the purchase of one French film for every four American films exhibited in France.

WHEN we consider that the American films shown in France represented about 70% of that country's screen exhibition, we can understand how important was the issue involved to the entire U. S. Film Trade.

The final adjustment came at the end of a continual session which began at 10.30 A.M. and lasted until 9.30 P.M. that night.

WILL HAYS, supported by William A. MacLean, commercial attache of the American Embassy, Geo. C. Canty, Motion Picture Trade Commissioner in Europe for the Department of Trade and Commerce, and representatives from the various U. S. film organizations were in conference with the legal sub-committee of the French Film Commission; and argued in favour of a French market with a minimum of restrictions, and friendly co-operation between French and American trade interests

Ambassador Herrick climaxed the persuasive powers of those who sat through eleven hours of argument with a last minute appeal; and a telegram from Jean Sapene, unofficial spokesman for the French Industry, instructed his representatives to support the new plan. (Monsieur Sapene is now in Morocco producing a French Film.)

MR. HAYS returned to the U. S. triumphant that the new subsidy plan was approved whereby provision is made for the import of seven films for every one French-made production.

Every film made in France by an American producer will be credited as a French film; and will entitle the producer to seven import licenses.

This means U. S. producers can produce in France and purchase French products, securing the necessary import permits, or they are entitled to buy from French producers their supply permits.

The Commission agreed to also admit without restrictions forty percent of last year's imports, this likely to be raised to fifty percent.

WE GIVE this recapitulation of the French question to simply show exhibitors and distributors what was the issue involved; and how foolish and ill-advised it was for an "independent unit" of this Industry to have sent the telegram to the French Minister Herriott which it sent. It revealed a desire to commit an injury without any good resulting to those who were inspired to pursue such an action.

This attitude cannot but aggravate any antagonism which exists between the various units of our Industry. Every producer was affected by the French Film Quota, independent and merged interests; and it might be interesting for the Independent exhibitors to study what the foreign market means to the Independent producers in the U.S., that this trade has kept the Independents in the U. S. alive; and that the senseless interference which was decided upon does not reflect to the credit of the Independent Exhibitors who advised and inspired their leader, Mr. Sapiro, to such an action.

FIGHT your battles out on your own territory, do not carry them into foreign countries to weaken your own country in its battles of international importance; here "silence is golden."

Coming

"Wild Geese"

"Sorrell and Son" Makes Hit At Regent

"Sorrell and Son," the United Artist release, made such a hit at the Regent, Galt, where it did an excellent business, that the manager of the theatre states, "The kind of comment that was heard on the streets was the kind that makes everybody want to see the picture."

Biggest Cinema In London House To Seat 5,000

The Langham Estates, Ltd., of London, announce the erection of a 5,000 seat motion picture house in the northeast end of London. The site near the "Wellington" in the Wood Green district.

TORONTO THEATRES

UPTOWN—"Easy Come, Easy Go," with Richard Dix — Paramount. Class B plus. Dix, the son of a radio king is fired by his father for using profane language on the air. While voicing his protest to the world he meets the one and only girl, the daughter of a railroad president and incidentally heiress apparently to her father's millions. She is a real "cutey" and looks cuter than ever to Dix, although an argument with a truck driver nearly nips his little romance in the bud as it were, for Dix gets parked between plenty of moving traffic. The girl's father signs the pay-roll and is off for a rest to a sanatorium, but a crook gets away with the money-satchell after he has saved Dix from forever singing "Glory Hallelujah." In gratitude to the old crook, whom Dix believes is a kindly old gentleman, Dix helps him get away in a stolen car, and gets him aboard a moving train, only to be helped on to this train himself by volunteer spectators. Dix finds the "cutey" on board which is not so bad, but news of the theft brings complications, especially when Dix discovers that the kindly old gentleman is the "hold-up artist." They all land at the Sanitorium and finally the president is convinced that Dix is not a nut when he carols, "you have been robbed;" and it looks like wedding bells and millions for Dix; and hard labour for the "kindly old gentleman." The farcical possibilities are elaborated upon and the "working of the crook," who takes everything that comes his way are most amusing. Charles Sellon is this "kindly old gentleman" who presents a travesty on every variety of hold-up without the inconvenience of murder. His characterization stands out in the picture; and he certainly shares honours with the star. Nancy Carroll as "the cutey" fits in nicely, while Frank Currier as the girl's father is very good. Frank Tuttle sped the story, adapted from an Owen Davis play, on rapidly and extracted every comedy bit out of the material. Dix as the misunderstood hero, with a penchant for swearing gives a fine, clean and spirited performance.

SHEA'S HIPPODROME — "Lady Raffles," with Estelle Taylor, Roland Drew and Lilyan Tashman — Columbia. Class B plus. A mystery drama with a detective angle which has had both a splendid production and direction. The plot adapted from a story by Fred Stanley and Jack Jung Meyer. William Neil did the direction with an eye for suspense and melodramatic situations. The heroine, who is a Scotland Yard associate, manages to keep her identity undiscovered until the finish of the picture. There is the precious jewel involved and encounters with thieves, plus their master mind. There are many trying situations for the heroine in which she finds herself pressed into service as a maid in the home of her hero, a house she has entered to escape detection from the police, whom she has thus far eluded. The plot somewhat reminds me of "The Hindu," in which Walker Whiteside is starred, there is the jewel and the Scotland Yard feminine angle, but not nearly so many complications. It is real melodrama and should prove first class entertainment in any house that has a melodrama audience. The producers are to be congratulated on the superior quality of the production and the elimination of any crudities, which such material might inspire.

LOEW'S — "A Night of Mystery," with Adolphe Menjou—Paramount. Class B plus. Menjou is always interesting in whatever role he assumes, and in "A Night of Mystery" he nearly becomes a martyr at the shrine of death, for the sake of a woman's reputation. It appears a bit far-fetched these days, but perhaps men acted in this way in the days of Sardon, this is a Sardon adaptation of "Captain Ferriol." Lothar Mendes directed ably, but the material does not give him, nor Menjou a tremendous amount of scope. The sacrifice on the part of Menjou, for a philandering wife, does not get Menjou sympathy, especially since one is led to presume that he helped the philandering; and at the time he was betrothed to the sister of the boy, who has been convicted and sentenced to be hanged for a murder which starts Menjou off on the sacrificing idea, of which Menjou knows the boy is innocent. The real murderer has seen Menjou leave the house of the judge in the early hours of the morning; and Menjou fears should he expose the man, the man will compromise the woman involved. Menjou's idea is to confess the murder, and then commit suicide, thus clearing the innocent boy, but Fate who is sometimes just as kind to philanderers as the virtuous ordains that the boy shall be cleared, Menjou prevented from suicide, and the woman's reputation unsullied. William Collier Jr., as the convicted boy, is excellent. Evelyn Brent does fine work as the philandering wife. Sardon is getting a bit old-fashioned, which handicapped an excellent cast and direction.

TIVOLI — "Sadie Thompson," with Gloria Swanson — United Artists. Class A. One of Gloria Swanson's best characterizations and good enough as entertainment to invite one to see it the second time, which I did. An excellent cast, and a picture full of ideas, interest and enjoyment.

PRINCESS — "The King of Kings," with an All Star Cast — Cecil De Mille production. Class A. Released by FBO in Canada. We have already reviewed "The King of Kings" several months ago extolling its pictorial splendour and the earnestness of the effort. To Rudolph Schildkraut goes the acting honours of this stupendous production. I have not changed my opinion in connection with H. B. Warner as "The Christ." When he was first selected I said he was ill-chosen; and I still believe that the histrionic ability of Warner as evidenced in "Sorrell and Son" and in the many other roles he has so magnificently played, was completely submerged in "The King of Kings." Only towards the finish of the picture does one get any glimpse of a spiritual illumination from his interpretation. William Boyd in his bit gives you a Christ-like flash of sublimity which one takes away with them. The disciple scenes and their various groupings were like reproductions of old paintings. Cecil B. DeMille had a titanic task before him; and the opposition of all those who would present The Resurrection of Christ, to Mankind today, eliminating the harrowing, and fanatical, the blood-spilling story of The Crucifixion. It is a picture which will impress each one differently; and a picture which is worthy of an evening of everybody's time, in order to behold for themselves DeMille's great effort.

PANTAGES — "The Yellow Lily," to be reviewed next week.

"We Americans" To Open in Los Angeles

"We Americans," the Universal special which opened last week in the Colony Theatre, New York City, for an extended run, has been set into the Loew's State, Los Angeles, for the week of May 11th, it has just been learned at the Universal home office. This will be the outstanding run of the picture on the west coast.

British Films Produced Heralded as Quality

Features Acclaimed Meritorious and Commercial

The following list of British films published in the Motion Picture News, of British Films, records them as being comparable to any other film, regardless of the country in which the compared film has been produced, and as not only possessing quality, but including box-office commercial values.

"The Arcadian," Gaumont; "Luck of the Navy," Graham Wilcox; "The Silver Lining," British International; "Passion Island," Pathe; "The Ring," British International; "Land of Hope and Glory," British Lion-Napoleon; "One of the Best," Gainsborough; "Quinneys," Gaumont; "This Marriage Business," FBO; "The White Sheik," British International; "Wait and See," Nettleford; "The Farmer's Wife," British International; "Shooting Stars," New Era; "The Guns of Loos," New Era; "Sailors Don't Care," Gaumont; "Moulin Rouge," British International; "Wild Cat Hetty," Nettleford; "The Constant Nymph," Gainsborough.

The Quota becomes operative Oct. 1st, 1928, and the "News" states that the British Exhibitor will have well over 100 British Films from which to make his selection of five per cent.

Harold Goodwin, who appeared in such films as "The Cheer Leader" and "College," has been added to the cast of Buster Keaton's new "Metro-Goldwyn-Mayer starring vehicle, "The Cameraman," which is now in production.

Capt. Alastair Mackintosh Will Produce at Nice

Former Husband of Constance Talmadge To Make British Pictures — Rex Ingram Director

Captain Alastair Mackintosh, the former husband of Constance Talmadge, will produce British Pictures at Nice. Rex Ingram will direct. The first film for release will be called "The Three Passions."

All exteriors will be made in England, interiors at the Ingram studio.

Alice Terry will be the star of the first picture and in the cast will be Ivan Petrovitch, who played the lead in Metro-Goldwyn's Rex Ingram production of "The Garden of Allah." Claire Eames, who helped to make the Theatre Guild famous in America, Shayle Gardner, Gerald Fielding.

The pictures will be released through the United Artists.

Kenwood to Show Interesting English Views

The Kenwood Theatre, Toronto, will be the first theatre to show "The West End of London From a Bus," one of a series of eight reels showing interesting buildings and historic sites of England.

Dr. Frank Carlton, Ph.D., who has had twenty years' experience lecturing with films, will present the interesting talk in connection with this series.

The second film, "Up the Regent Canal on a Coal Barge," reveals a horse pulling the barge at a leisurely gait, thus giving spectators an opportunity to view all the points of interest along the shores.

The first reel was London seen from the top of a bus as this bus wended its way through the traffic of the city.

Messrs. Egan and Hunter Loom Big in Sportland

Regina Standard Praises Managers of Regina Theatre

The Regina Standard had the following information to offer in connection with Managers "Pete" Egan and Jack Hunter, who were chosen to head the Senior and Junior Leagues of the Regina Baseball teams.

The Standard comments thus:

"N. L. Nathanson, H. M. Thomas, or whoever has charge of the Famous-Players Theatre managers from the head office of the firm ought to be more than pleased with their two local managers, Pete Egan and Jack Hunter, for the place they are taking in sport in the city. Hardly a week passes by that Pete does not sneak into the news colums of the sport pages for his efforts in boosting amateur sport and now his assistant, Jack Hunter, has fallen into his ways and been elected President of the Regina Junior Baseball League just a week after Pete had been boosted to the chair of the Northside League, controlling the senior baseball activities of Regina.

"Both men are rabid baseball fans, especially Hunter, who originally came to Regina from the Hub to umpire in the Northside League. Last year the junior league created a second vice-president's position to keep him in the fold and this year with Pete's boost to senior company and Brick Peebles' desire to retire from sport, Jack was the unanimous choice of the junior ball tossers at their meeting in the canary room on Tuesday night.

"Prospects look very good for junior ball in the city this year and with Mr. Hunter in the chair and assisted ably by Jackson last year, Northside prexy, Ab. Boles and Charlie Meadows, things should go along swimmingly. Pete Egan has always been known to have leaning toward the juniors so there is no doubt that the kids will have a chance to cavort in the big park on Tenth Avenue this summer and with two league presidents occupying the same office there should be harmony at least between the two leagues."

Powers Projectors--Simplex Projectors

The World's Standard Motion Picture Machines

We Are Direct Factory Representatives

for complete machines and replacement parts. We carry a most complete stock and can give quick, expert service. Put your projection problems up to us and let us give you advice you can depend on. You will be under no obligation to buy. Perhaps your present machines do not need to be replaced. We may be able to rebuild them so you can still get years of service from them. We have a complete machine repair department.

Complete Theatre Outfitters

Canadian Theatre & Electrical Supplies Ltd.

61 ALBERT ST. Phone AD. 4837 TORONTO

Paramount Establish 18 Regional News Editions

Find that Local News has Advertising and Publicity Value

Emanuel Cohen, editor of Paramount News, has just announced that there are in operation now 18 regional editions of Paramount News, located at strategic points throughout the country.

Nine of those now being released are permanent and the remaining number are occasional editions which will be issued only as local news breaks warrant. Others will be added.

"A local news event in Philadelphia may mean nothing to the rest of the country but it certainly will attract the interest of the citizens of that city, and will attract business to the theatre in which the news pictures of that event are screened," said Mr. Cohen. "The Veiled Prophets' annual affair in St. Louis doesn't cause much of a ripple of excitement in Boston but it is a monster event to the home people. The opening game of the Pacific Coast Baseball League isn't guaranteed to cause a wave of interest throughout the South but it certainly does attract attention in the West."

The permanent regional editions are released twice a week on the same days at the national edition and are attached to the national edition. The regional edition is the first story in the reel.

The nine permanent regional editions so far established are as follows:

New England edition printed at Boston includes Maine; Southern edition printed at Atlanta includes Charlotte and Jacksonville; Southwestern edition printed at Dallas to include San Antonio; Central edition printed at Cincinnati includes Columbus; Midwestern edition printed at Chicago includes Milwaukee; Golden Gate edition printed at San Francisco; Pacific edition printed at Los Angeles; Tri-State edition printed at Philadelphia; Wolverine edition printed at Detroit.

Territories adjacent to New York City, such as New York, Brooklyn, New Jersey, New Haven, Albany, Philadelphia, etc., are served as the Metropolitan area district from the New York laboratory.

The nine occasional regional editions are as follows: Gulf States edition printed at New Orleans; Great Lakes edition printed at Cleveland; Missouri Valley edition printed at Kansas City; Missouri edition printed at St Louis; Rocky Mountain edition printed at Denver; Northwest edition printed at Seattle; Twin City edition printed at Minneapolis; Sioux edition printed at Des Moines; Corn Belt edition printed at Omaha.

Dramas and Thrillers — Serials and Comedies — Shorts and Westerns to Keep Studios Busy

The big Universal studio plant at Universal City, Cal., has reopened; and the first picture to go into work was the new serial "The Diamond Master," adapted from the widely read Saturday Evening Post story by Jacques Futrelle. George H. Plympton and Carl Krusada made the adaptation and scenario. Jack Nelson, formerly an Ince director and a noted thrill expert, will handle the making of the picture, under the general supervision of William Lord Wright, serial and short subject chief at Universal City.

About the same time Leigh Jason started the direction of a series of underworld thrillers, entitled "The Eyes of the Underworld," by William Lester.

About the first of June, production will be started on still another serial. It will be "The Pirate of Panama," from the story by William McLeod Raine. Arthur Henry Goodin and George Morgan are working on the scenario.

Feature production for the new season will be resumed at the big Universal studio plant about the same time. Laura La Plante is due to start work on one of her specials for next Fall. It probably will be "The Last Warning," from the famous stage play, which Paul Leni is to make on the same scale as last Fall's "The Cat and the Canary."

Also, Glenn Tryon and Hoot Gibson are due to plunge into next year's picture schedule shortly. Denny will return to the Universal studio a little later and begin his year's activities. Preliminary plans for the making of "Showboat" are well along, and its initial production move may be timed for a date shortly after the studio reopens. Also, a new "Cohens and Kellys" picture will go into the making at the earliest possible moment. It is to be "The Cohens and Kellys in Atlantic City," and is promised as a worthy successor to its predecessors, "The Cohens and Kellys" and "The Cohens and Kellys in Paris."

"Willow Walk," Sinclair Lewis' novel of dual identity and regeneration, published some years ago, has been purchased for the screen by Metro-Goldwyn-Mayer and will serve as a starring vehicle for Lon Chaney. No further details as to cast and director have yet been announced.

Coming

"Wild Geese"

The BASIS of GOOD BOX OFFICE Management
Make the GOLD SEAL TICKET REGISTER the backbone of your Box Office System
16TH YEAR OF FAITHFUL SERVICE
STANDARD EQUIPMENT USED BY LEADING CIRCUITS THE WORLD OVER.
SEND FOR CIRCULARS AND PRICES
AUTOMATIC TICKET REGISTER CORPORATION
723 SEVENTH AVE
NEW YORK CITY

Famous German Director Engaged by Paramount

Ludwig Berger, New Director for Pola Negri, had Distinguished Film Career in Germany

Ludwig Berger, who has just been engaged by Paramount to direct Pola Negri in her next picture based upon the old stage sucess, "Fedora," has been one of the most successful of the directors producing pictures in Europe. His work has been characterized by a skill in light comedy unusual in the German studios.

Berger won international screen recognition with a trio of recent productions, "Cinderella," "The Waltz Dream" and "A Glass of Water." The first two have been released in the United States and have won high critical praise.

A native of Mienz, in south Germany, Berger studied at the University of Heidelberg, where he received his degree as a Doctor of Philosophy. Following his graduation, he became a stage director in Hungary. At the end of his first season there, he was summoned to Berlin by Max Reinhardt, for whom Berger directed a number of stage plays including notable productions of the plays of Shakespeare, Strindberg and Molnar.

While serving as stage director at the State Theatre, formerly the Imperial Theatre, Dr. Berger became interested in motion picture production and joined the directorial staff of UFA, where his work speedily attracted the attention of American producers with the result that he is now in Hollywood as a member of Paramount's famous directorial group.

Advertising Pictures in London To Get Title Draw

"The Lusts of the Flesh," exhibited at the Shaftesbury Pavilion, a British Gaumont theatre, is advertised by a huge banner which reads, "The Lusts of the Flesh," in red letters and underneath in black appears these words, "Renamed 'The Loves of Jeanne Vey.'"

It appears that criticism induced the producers to rename the picture, but the Shaftesbury Pavilion management evidently thought "The Lusts of the Flesh" better for the box-office.

"Follow Through" is the apt title bestowed upon the latest comedy completed by that Hal Roach comedy team, Stan Laurel and Oliver Hardy, just before the Roach Studios closed for the annual vacation, according to announcement by H. M. (Beanie) Walker who acts as master of ceremonies at all christenings of new Metro-Goldwyn-Mayer comics.

Colvin Brown, Executive Vice-President of Pathe

J. J. Murdock, President of Pathe Exchange, Inc., announces the election of the Board of Directors of that corporation of Colvin W. Brown as Executive Vice President. Mr. Brown resigned his office as Vice President of FBO to accept the new office.

Mr. Brown was placed in charge of affairs of Pathe by Joseph P. Kennedy at the time he became business adviser of the company. He figured very importantly in the reorganization of Pathe, and is credited with having a major part in the decided improvement of conditions during the past several months. It was on Mr. Kennedy's recommendation that Mr. Brown received the election.

The new Pathe official began his career as a newspaper man, and has been connected with the Motion Picture business for the past twelve years. His entry into the business was as an advertising and publicity man. He gradually worked his way into the sales end, and then becoming Vice President and Manager of Distribution for the Thomas H. Ince Corporation, came in active contact with production and general distribution. On the death of Mr. Ince he became Vice President of FBO in charge of Domestic Distribution. Subsequently he was charged by Mr. Kennedy with the reorganization and building up of foreign business of that corporation, and through frequent trips to Europe became familiar with that field. Through these activities in every department of the picture business his experience has been unusually broad, giving him peculiar fitness for his new position.

His election to his new office makes Mr. Brown one of the most powerful of the younger executives in that industry.

Eastern Convention July Dates Changed Day Ahead

Famous Players Eastern Managers' Convention dates have been moved up one day, the dates now are set for July 16th and 17th, at Toronto.

Coming

"Wild Geese"

Educational Producer Tries "Laugh Recorder"

Jack White Uses Automatic Machine to Record Laughs at Pre-view of Comedy

The "Laugh Recorder," a device calculated to take the human element out of judging comedies, was tried out for the first time at a recent pre-view of a two-reel comedy at the Western Theatre, Los Angeles, by Jack White, producer of Educational - Mermaid Comedies.

The machine automatically records the laughter of the theatre crowd seeing the picture, and by means of cues imposed on the recording medium, the action which brought the laughs, is readily identified.

The apparatus consists of a radio broadcasting studio microphone to which is attached an amplying device, the output of which is fed into a mechanism which transfers it to a phonograph record. The speed of the recording machines can be synchronized with the speed of the projection machine, which permits the reproduction of the laughter at the correct time when the motion picture is later projected in the exhibition rooms at the studio.

The Laugh Recorder is the invention of Freeman Lang, well known in Los Angeles as a radio engineer and owner and operator of the mobile broadcasting station, 6 X A N.

It is expected that the Recorder will prove of immense benefit to motion picture producers in editing their comedy output after their initial preview. The record, reproduced in conjunction with the showing of the picture, will show the producer, director and cutters exactly parts, portions of the picture earned the laughter of the spectators and parts portions failed to bring. Slow spots in the picture are also recognized by the lack of response on the record.

Heretofore the only method of judging a comedy has been by "clocking," or counting the laughs with a hand-operated counting machine and securing a total number for the picture, depending on the memory of the studio observers and securing a total number for the picture, depending on the memory of the studio observers to remember the slow or unproductive portions of the comedy. The new device will not only record the total number of laughs, but will also show by the varying volumn of laughter exactly which bits of comedy brought the loudest response

---

Chester Conklin will have a featured part in "Hot News," appearing for the first time in several pictures without his comedy team-mate, W. C. Fields.

Patsy Ruth Miller, appearing in Warner Bros. productions.

Be on the look-out for Buster Keaton's next for Metro-Goldwyn-Mayer, as yet untitled.

This Japanese coat that Renee Adoree is wearing is a gift from the newsboys of the Tokio Journal. Renee will appear opposite John Gilbert in "The Cossacks," for Metro-Goldwyn-Mayer.

Irene Rich, one of Warner Bros. best box-office attractions.

My! Doesn't he look bold, and handsome! John Gilbert as he looks in "The Cossacks," to be released through Metro-Goldwyn-Mayer.

"Lilac Time" is just about here. A First National feature starring Colleen Moore.

Beautiful Olive Borden, working at Fox studios.

Ben Lyons, a First National star, who will shine in a new feature, soon to be released.

No one needs an introduction to Marceline Day, Metro-Goldwyn-Mayer player, appearing in "Detectives."

Cyril Chadwick Added To "Excess Baggage"

James Cruze Directing M-G-M — William Haine's New Starring Picture

Cyril Chadwick, noted English actor and brother-in-law of Lord Cawley, was last week cast by Harry Rapf, Metro-Goldwyn-Mayer producer, to play the role of the motion picture director in William Haines' new starring picture, "Excess Baggage."

Chadwick recently completed the role of "Captain De Foenix" in Norma Shearer's "The Actress," the screen adaptation of "Trelawney of the Wells," and has been having a short vacation since that engagement.

The actor was born in London and educated at Brighton College. He started his career on the New York stage in "The Lancers," and since then has appeared with Mrs. Fiske, Nora Bayes and John Barrymore. He has been featured in many important motion pictures since he first appeared in "The Christian" in 1912.

James Cruze is directing "Excess Baggage," which has Josephine Dunn in the leading feminine role. In addition, the cast includes Ricardo Cortez, Tom Dugan, Kathleen Clifford and Greta Granstedt

Frances Marion adapted the story from the successful stage play of the same name by John McGowan.

Coming

"Wild Geese"

Church and Drama Association Recommends "Heart of a Nation"

The Church and Drama Bulletin, published weekly by the Church and Drama Association, of which the Rev. S. Parkes Cadman is president, has just listed Universal's special "We Americans," released in Canada under the title of "Heart of a Nation," among its "recommended photoplays." It is the sole picture selected for the current issue of the bulletin.

Recently, the Church and Drama Association singled out "That's My Daddy," a Reginald Denny picture, as an outstanding picture for special recommendation. The Association judges pictures on their general intent and purpose, in addition to their other qualities of excellence.

Pete Harrison Publishes Statement on Charles C. Pettijohn

Not criticizing his standing, character, ability, honesty or reputation, Pete Harrison, of Harrison's Reports, publishes the following statement in connection with Charles C. Pettijohn:

"From time to time in Harrison's Reports, I have published articles concerning the varied activities of Charles C. Pettijohn in the Motion Picture field.

"Strong representations have been made to me that these articles reflect upon the character, honesty, integrity and ability of Charles C. Pettijohn.

"I certainly deplore that anybody should have placed a wrong interpretation upon those articles, because I had no intention and have no intention of writing anything calculated to or which might injuriously affect Pettijohn personally or his standing, character, ability, honesty or reputation.

"So that there may be no misunderstanding as to my intentions expressed in those articles, I now make clear that they were simply aimed at criticizing his activities solely, but with no aim or purpose to do him any personal injury or to cast any reflection upon his person.

"In the interest of fair play to all, I cheerfully write this article so as to remove any possibiltiy of any misunderstanding on this score or my intentions in connection with those articles."

(Signed) P. S. HARRISON

Announcing the Celco Mazda Unit

The Mazda Lamp to replace the Arc is now coming into such general use that we have designed and are building, for the most part, in our own plant our Celco Mazda Unit. In designing our Unit, we tried, and believe we have succeeded, to produce a Unit that is perfect in every possible respect. Our Unit is simple but sturdy, easy of adjustment and operation, and extremely efficient.

LAMPHOUSE—Blued steel, ample size, neat design, fully ventilated, doors on both sides.

CONDENSERS—B. & L. Cinephors, special for Mazda, in machined cast iron mounts, easily removable.

REFLECTOR—B. & L. Cinephor, 5¼" special for Mazda, in three-spring cradle, instantly removeable.

SOCKET—Mogul Porcelain Receptacle, swivel mounted on male half of 30 ampere slip stage connector, simple, instantly removable, trouble proof, and inexpensive in case of repairs.

LAMPS—600 or 900 watt 30 volt Projection, the Transformer handling either one without adjustment.

TRANSFORMER—Jefferson Special with Jewell Ammeter mounted thereon, for front booth wall mounting. Guaranteed, cool and quiet in use, two snap switches give full control of amperage and bulb.

SUB-BASES—According to order for Motiograph, Powers 6A or 6B or Simplex Projectors.

SLIDE CARRIER—Drop slide type. Push lamphouse over and show slides instantly as usual.

ADJUSTMENTS—Six handles at rear of lamphous give, by rack and pinion, independent adjustment of either bulb or reflector up and down, back or forward or sideways. Pinhole in dowser.

FINISH—Natural blued steel, baked on black enamel, nickle plated rods, and polished aluminum handles.

OPERATION—We recommend for throws up to 100 feet, picture not over 10' 6" x 14'. Users say, however, up to 12' x 16'. Light is even all over sheet, brilliant, constant and flickerless. No adjusting, no carbon fumes, no dark corners. For 110 volts 25 or 60 cycles, or 30 volt D. C. plant. Enormous current saving over arc, the 900 watt lamp draws 9 amperes from lighting circuit. Power circut eliminated. Lamps rated at 100 hours life, we calculate they equal carbon costs at 80 hours, and our records show 150 hours average life. The use of good lenses, the Ross or Gundlach No. 2, and a Gold Fibre Screen are necessary for finest results.

PRICE—Lamphouse with Base, Condensers, Reflector, Cables, Two Quick Change Sockets and One Bulb.....$175.00
Jefferson Special Transformer with Jewell Ammeter for wall mounting 75.00

Get in on Mazda Operation NOW! Everybody's Doing It! Why Not You?

THE COLEMAN ELECTRIC Co. - 258 Victoria St. - Toronto, Ont.

Canada's Leading Theatre Supply House

Round About the Studios

William Boyd and Alan Hale who rejoiced in the nicknames of Blondy and Slim in "Skyscraper," have the proud monikers of Slick and Handsome, respectively in their next laugh-riot yclept "Power," which is now in making for Pathe at DeMille Studios.

Universal announces the acquisition of screen rights for "Cupid at Vassar," the popular stage success by Owen Davis. It will be used as a starring vehicle for Laura La Plante, Universal's popular comedienne.

A series of six two-reel Tiffany Color Classics and one feature length picture are to be produced in Europe and North Africa, according to an announcement by Tiffany-Stahl Productions, Inc. A unit under the direction of Curtis F. Nagel will sail from New York on June 9th for Tunis, and will later go to Spain, Switzerland, Austria and France. Leonce Perret, who directed Gloria Swanson in "Madame Sans Gene," will direct the feature Color Classic.

A feature of the exploitation on D. W. Griffith's "Drums of Love" at Loew's Valentine Theatre, Toledo, was a popular newspaper contest conducted by the Newse-Bee.

This contest on this United Artists picture required entrants to list twenty productions of D. W. Griffith prior to "Drums of Love." The prizes were awarded for the best and most correct lists submitted.

"West of Zanzibar," described as a dramatic story of adventure in the tropics, will be Lon Chaney's new starring vehicle after the completion of "While the City Sleeps," on which he is now engaged. Tod Browning will direct.

Norman Kerry, well-known screen actor who has appeared hitherto in Universal pictures, has been signed by Paramount to play a leading role in support of Pola Negri in her new picture based on the old play, "Fedora."

Anita Page, new Metro-Goldwyn-Mayer screen find, will appear with Joan Crawford and Dorothy Sebastian in "Our Dancing Daughters," directed by Harry Beaumont.

Coming

"Wild Geese"

Two Alabama players, Dorothy Sebastian, and John Mack Brown, are appearing in the same picture at the Metro-Goldwyn-Mayer studios. They both have important roles in "Our Dancing Daughters."

A wealth of store tie-ups marked the exploitation for Gloria Swanson in "Sadie Thompson" at the State Theatre, Erie, Pa.

Window displays for this United Artists picture were obtained at umbrella stores, where the rainy weather scene stills were used effectively. A department store featured "Sadie Thompson" boluses. Novelty and jewelry stores used stills in which these wares were prominent. Shoe stores tied in with "Sadie Thompson" slippers and buckles. At the theatre a special lobby display was made of South Sea curios.

Anita Page, Sam Wood's newest "discovery" has been given leading roles in two current pictures, "Our Dancing Daughters," and "While the City Sleeps," at the Metro-Goldwyn-Mayer studios.

Henry Sedley, famous screen villain, has been signed to play an important "heavy" role in "The Racket," picturization of this year's Broadway stage success, in which Thomas Meighan is starred. Lucien Prival, another well-known character actor also has been engaged. Paramount will distribute the picture.

Jacqueline Logan, scheduled to play the only feminine role in the new Pathe picture "Power," starring William Boyd, entertained fifty of her press and magazine friends at her home in South Plymouth Avenue Saturday afternoon.

Tarzan's sweetheart was selected last week. Natalie Kingston, famous bathing girl, was the unanimous choice for the lead opposite Frank Merrill in "Tarzan the Mighty." Others are Al Ferguson and Monty Montague.

Blanche Mehaffey, Virginia Pearson, Robert Graves and Leo White have been engaged by Hoot Gibson for his latest Universal picture, "Clearing the Trail." It is the third under his new production contract with Universal.

Having finished her work in "The Godless Girl," Julia Faye of De Mille Studio and her mother are enjoying a fortnight vacation at Grand Canyon, motoring from Hollywood to the beautiful Arizona locale and back.

Barbara Kent, pretty Universal ingenue seen recently in important roles in such Universal pictures as "The Small Bachelor," "The Lone Eagle," "That's My Daddy," and "Stop That Man," has been re-signed by Universal. She is now completing the leading feminine role in "Lonesome."

Flash, Metro-Goldwyn-Mayer's wonder dog, is making his second screen appearance in "The Deadline." Louise Lorraine and Lawrence Gray have the leading roles.

Leo Birinsky, Russian dramatist and screen writer, has signed a contract to join the writing staff at the Paramount studio.

Hayden Stevenson will play his old role of college coach in the new series of "Collegians" which Carl Laemmle, Jr. has just started. Alice Howell and her daughter, Yvonne Howell, have been added to the cast of the first picture, "Calford vs. Redskins."

"Hot News" is the title just announced by Paramount for Bebe Daniels' new starring picture, previously announced under the tentative title of "The News Reel Girl." Miss Daniels recently completed "The Fifty-Fifty Girl," the scene of whcih was mostly in a gold mine. Clarence Badger, who directed the latter, will hold the megaphone on "Hot News."

"Love Over Night," Rod LaRocque's new Pathe picture now in work, is the third picture to be produced by Hector Turnbull at the DeMille Studio, his previous ones having been "Hold 'Em Yale" and "Midnight Madness."

"The Man Who Never Missed," from Mildred Gram's magazine story "The Feeder," has been seelcted by Paramount for Emil Jannings to follow "The Street of Sin" in production.

"The Kid himself," Richard Barthelmess scored a huge success in First National's "The Patent Leather Kid."